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5-1949

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Plant Scheepers' Special Strain of (True) Northern France Lilium Candidum Now

*Now, as Fall Approaches...*

JOHN SCHEEPERS, INC.

Flower Bulb Specialists  
37 WALL STREET  
NEW YORK 5, N. Y.

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*Now Is The Time To Plant*  
*Lilium Candidum*  
*For Next Year's June Garden*

EARLY contracts with our growers in "Northern France" enable us to offer at extremely attractive prices, limited quantities of our Scheepers' Special Strain of "TRUE NORTHERN FRANCE" LILIUM CANDIDUM (MADONNA LILY) which has been successfully used for many years in the finest gardens throughout this country.

(Good delivery by our grower this year enables us to send extra large size bulbs)



Among the Lilies, the lovely MADONNA LILY (*Lilium Candidum*) rules supreme. Combining fragrance, stateliness, beauty, and inspiring characteristics in a high degree, it adds a touch of chaste refinement to any garden, no matter how sumptuous or modest.

It is very easy to grow; the prime requisite for successful cultivation is the correct start with the right kind of bulbs. France is the chief producer of Madonna Lily bulbs. In some sections of France, particularly in the South, strains of Madonna Lilies are produced that have not proven satisfactory in American gardens. The finest stocks are produced in one or two nurseries in the NORTH OF FRANCE, and these fields have escaped the ravages of war.

## HOW, WHEN AND WHERE TO PLANT THEM

Because of their pure white color, Madonna Lilies fit in any garden scheme. For best effect plant in clumps of 5 to 10 bulbs each throughout the hardy border. Set them about 4 inches apart each way, placing little sharp sand underneath each bulb for proper drainage. Set the bulb at a slight tilt and cover the crown with not over 2 inches of soil. A liberal

addition of humus to the soil will amply repay itself.

The best time to plant is during September—the sooner the better. Root action will commence at once and a slight leaf growth will be made before heavy frosts stop vegetation.

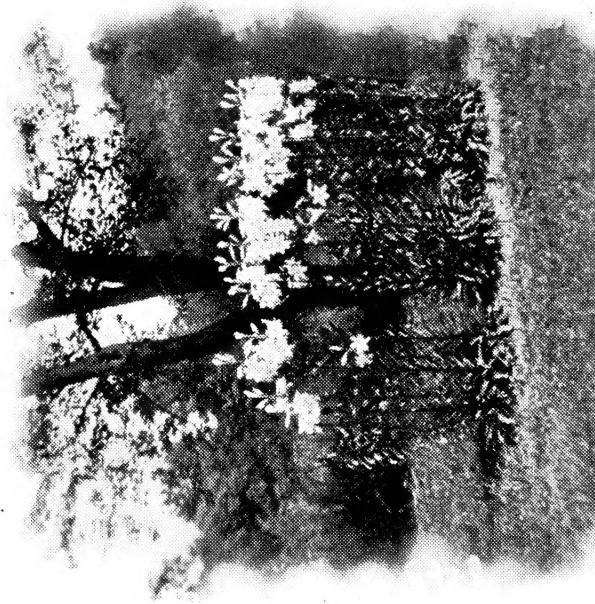
They are not particular as to location; either sun or shade, but prefer partial shade to be at their best.

## ORDER NOW — SUPPLY IS LIMITED

# SCHEEPERS' LILIES

## THE CREAM OF THE CROP

Over 100 Gold Medals  
Awarded Us for Su-  
preme Quality Bulbs.



For other Lilies and  
Bulbs for Fall Planting  
See our 1949 Fall Edi-  
tion of

## "BEAUTY FROM BULBS"

Sent to You in July.

We offer these "True Northern France" bulbs of Highest Quality as follows:

100 Highest Quality Bulbs .....	\$85.00	100 Selected Bulbs of Fine Quality .....	\$50.00
50 Highest Quality Bulbs .....	43.00	50 Selected Bulbs of Fine Quality .....	26.00
25 Highest Quality Bulbs .....	21.75	25 Selected Bulbs of Fine Quality .....	13.00
10 Highest Quality Bulbs .....	9.00	10 Selected Bulbs of Fine Quality .....	6.00

# MAIL THIS ORDER CARD TODAY

Date .....

JOHN SCHEEPERS, Inc.  
37 Wall Street  
New York 5, N. Y.

Gentlemen: Kindly ship the following:

## LILIUM CANDIDUM (Madonna Lilies)

..... Lot of 100 Highest Quality Bulbs @ \$85.00 each  
..... Lot of 50 Highest Quality Bulbs @ 43.00 each  
..... Lot of 25 Highest Quality Bulbs @ 22.00 each  
..... Lot of 10 Highest Quality Bulbs @ 9.00 each

..... Lot of 100 Selected Bulbs of Fine Quality @ \$50.00 each  
..... Lot of 50 Selected Bulbs of Fine Quality @ 26.00 each  
..... Lot of 25 Selected Bulbs of Fine Quality @ 13.00 each  
..... Lot of 10 Selected Bulbs of Fine Quality @ 6.00 each

## DELPHINIUM

..... Belladonna @ \$75.00 per 100  
..... Belladonna @ 7.75 per 10  
..... Scheepers' Hybrids @ \$87.50 per 100  
..... Scheepers' Hybrids @ 9.00 per 10

## SCHEEPERS' BULB FOOD

..... 5 lb. Cans ..... 25 lb. Bags ..... 100 lb. Bags

Total Amount of Order \$ .....

(We will bill you after shipment is made.)

Name .....

Address .....

City ..... State .....





*Now Is The Time To Plant*  
*Now Is The Time To Plant*



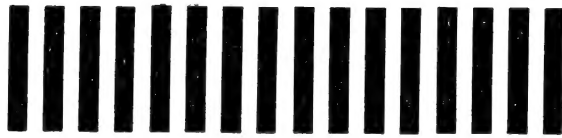
**BUSINESS REPLY CARD**

First Class Permit No. 47266, Sec. 510 P. L. & R., New York, N. Y.

**JOHN SCHEEPERS, Inc.**

**37 Wall Street**

**New York 5, N. Y.**





# PLANT DELPHINIUMS . . . for a perfect setting with *Madonna Lilies*.

Truly magnificent effects in the June Garden can be obtained by planting Madonna Lilies in conjunction with DELPHINIUMS, variety BELLADONNA or the HYBRIDS (the hardy blue Larkspur), or against a background of Evergreens or Climbing Roses, up against a summer house or in a pergola in thickly planted clumps.

We offer extra selected young vigorous plants of Delphinium, they are shipped balled to insure safe arrival and prevent plants being checked while in transit.

	per 100	per 10
DELPHINIUM BELLADONNA, selected, heaviest plants, SCHEEPERS' IMPROVED STRAIN.....	\$75.00	\$7.75
DELPHINIUM SCHEEPERS' HYBRIDS, Scheepers' famous strain, selected, heaviest plants.....	87.50	9.00

## JOHN SCHEEPERS, Inc.

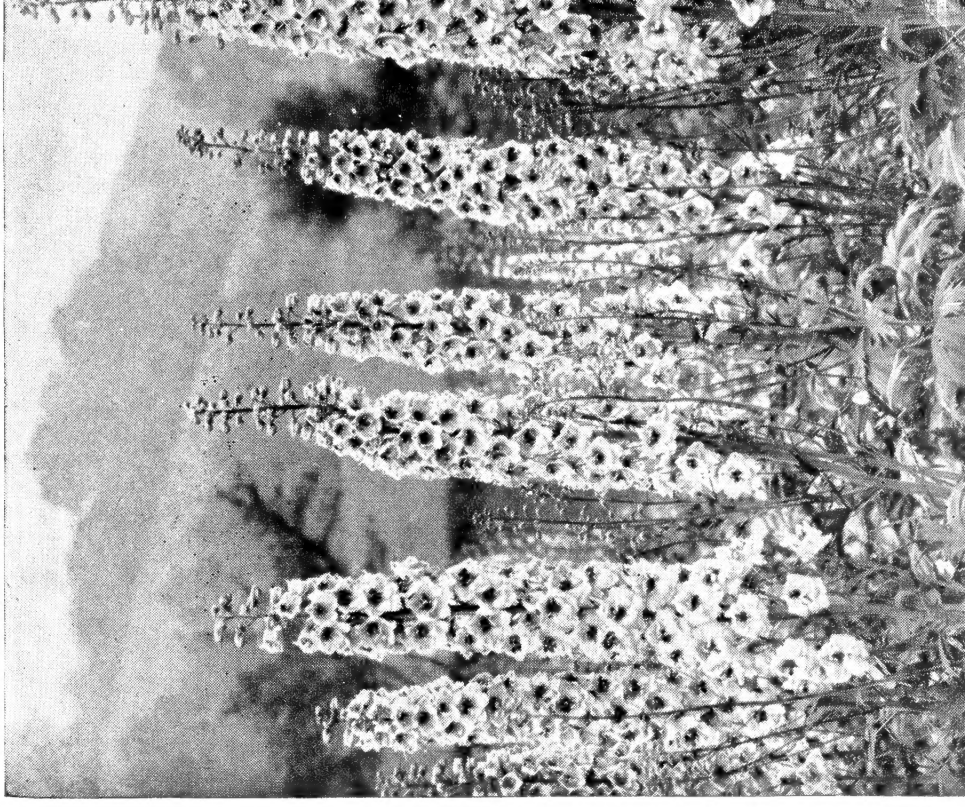
*Flower Bulb Specialists*

**37 WALL STREET    NEW YORK 5, N. Y.**

Telephone HAnover 2-1177

*Serving America's Finest Gardens*

*for more than thirty years*



# *Protect the Investment of Your Garden*

## WITH SCHEEPERS' BULB FOOD

For LILIES, DELPHINIUM, EREMURI, TULIPS, NARCISSI  
IRISSES, and all other bulbous plants

WE have been asked by many friends to tell them what sort of plant food we use in growing our choice bulbs. We told them we had a special formula that gave health and long life to these plants. A few prevailed upon us to make up a quantity and let them try it in their own gardens. We did.

The extraordinary success that these gardeners met with and the enthusiasm resulting from it have encouraged us to offer all our friends and patrons a chance to use the very same plant food in their attempts at producing healthy, luxuriant flowers with strong stems and exquisite colorings.

And so we present this opportunity for you to order some of SCHEEPERS' BULB FOOD and we recommend that you try it with your next planting. It is almost entirely composed of organic matter and may be used with absolute safety in connection with the planting of bulbs at any time, in any soil or with any other plants. It is also economical—as a teaspoonful for each bulb is the average requirement.

We are sure that if you take advantage of this offer you will find it a very happy investment.

5 lb. cans, Each, \$1.85  
25 lb. bags, Each, 3.50  
100 lb. bags, Each, 9.50

*Full instructions for proper use contained in each package.*